



## Market Profile

Upstate Alliance Counties  
Abbeville County, SC (45001) et al.  
Geographies: 10 Counties

### Abbeville County, SC (450...

#### Population Summary

2000 Total Population	1,220,542
2010 Total Population	1,362,073
2013 Total Population	1,397,064
2013 Group Quarters	37,605
2018 Total Population	1,454,098
2013-2018 Annual Rate	0.80%

#### Household Summary

2000 Households	476,261
2000 Average Household Size	2.49
2010 Households	532,065
2010 Average Household Size	2.49
2013 Households	546,262
2013 Average Household Size	2.49
2018 Households	568,974
2018 Average Household Size	2.49
2013-2018 Annual Rate	0.82%
2010 Families	363,466
2010 Average Family Size	3.00
2013 Families	371,994
2013 Average Family Size	3.01
2018 Families	384,739
2018 Average Family Size	3.02
2013-2018 Annual Rate	0.68%

#### Housing Unit Summary

2000 Housing Units	527,274
Owner Occupied Housing Units	65.4%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	9.7%
2010 Housing Units	604,863
Owner Occupied Housing Units	61.2%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	12.0%
2013 Housing Units	617,698
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	28.2%
Vacant Housing Units	11.6%
2018 Housing Units	640,746
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	28.1%
Vacant Housing Units	11.2%

#### Median Household Income

2013	\$41,516
2018	\$50,494

#### Median Home Value

2013	\$127,736
2018	\$159,336

#### Per Capita Income

2013	\$22,824
2018	\$26,685

#### Median Age

2010	38.2
2013	38.8
2018	39.4

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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#### 2013 Households by Income

Household Income Base	546,262
<\$15,000	16.9%
\$15,000 - \$24,999	14.4%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	2.5%
\$200,000+	2.0%

Average Household Income \$57,806

#### 2018 Households by Income

Household Income Base	568,974
<\$15,000	15.9%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	9.9%
\$150,000 - \$199,999	3.2%
\$200,000+	2.4%

Average Household Income \$67,652

#### 2013 Owner Occupied Housing Units by Value

Total	371,898
<\$50,000	10.7%
\$50,000 - \$99,999	26.1%
\$100,000 - \$149,999	23.9%
\$150,000 - \$199,999	15.9%
\$200,000 - \$249,999	8.6%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.4%

Average Home Value \$161,614

#### 2018 Owner Occupied Housing Units by Value

Total	388,635
<\$50,000	8.4%
\$50,000 - \$99,999	18.0%
\$100,000 - \$149,999	19.8%
\$150,000 - \$199,999	20.3%
\$200,000 - \$249,999	13.3%
\$250,000 - \$299,999	7.7%
\$300,000 - \$399,999	6.2%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.5%

Average Home Value \$188,467

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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### Abbeville County, SC (450...

#### 2010 Population by Age

Total	1,362,073
0 - 4	6.5%
5 - 9	6.4%
10 - 14	6.6%
15 - 24	14.2%
25 - 34	12.1%
35 - 44	13.3%
45 - 54	14.4%
55 - 64	12.4%
65 - 74	8.0%
75 - 84	4.4%
85 +	1.7%
18 +	76.4%

#### 2013 Population by Age

Total	1,397,064
0 - 4	6.3%
5 - 9	6.4%
10 - 14	6.4%
15 - 24	14.0%
25 - 34	12.4%
35 - 44	12.7%
45 - 54	13.9%
55 - 64	13.0%
65 - 74	8.8%
75 - 84	4.5%
85 +	1.7%
18 +	77.2%

#### 2018 Population by Age

Total	1,454,098
0 - 4	6.3%
5 - 9	6.2%
10 - 14	6.4%
15 - 24	13.1%
25 - 34	12.5%
35 - 44	12.2%
45 - 54	13.1%
55 - 64	13.2%
65 - 74	10.2%
75 - 84	5.0%
85 +	1.8%
18 +	77.5%

#### 2010 Population by Sex

Males	660,963
Females	701,110

#### 2013 Population by Sex

Males	679,564
Females	717,500

#### 2018 Population by Sex

Males	709,724
Females	744,374

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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## Market Profile

Upstate Alliance Counties  
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### Abbeville County, SC (450...

#### 2010 Population by Race/Ethnicity

Total	1,362,073
White Alone	75.5%
Black Alone	18.3%
American Indian Alone	0.3%
Asian Alone	1.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.8%
Two or More Races	1.6%
Hispanic Origin	5.5%
Diversity Index	45.9

#### 2013 Population by Race/Ethnicity

Total	1,397,064
White Alone	74.6%
Black Alone	18.5%
American Indian Alone	0.3%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.2%
Two or More Races	1.8%
Hispanic Origin	6.5%
Diversity Index	48.1

#### 2018 Population by Race/Ethnicity

Total	1,454,098
White Alone	73.0%
Black Alone	18.6%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	2.1%
Hispanic Origin	8.5%
Diversity Index	52.0

#### 2010 Population by Relationship and Household Type

Total	1,362,073
In Households	97.2%
In Family Households	82.1%
Householder	26.7%
Spouse	19.2%
Child	30.6%
Other relative	3.5%
Nonrelative	2.1%
In Nonfamily Households	15.1%
In Group Quarters	2.8%
Institutionalized Population	1.1%
Noninstitutionalized Population	1.7%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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## Market Profile

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### Abbeville County, SC (45001)

#### 2013 Population 25+ by Educational Attainment

Total	935,123
Less than 9th Grade	6.8%
9th - 12th Grade, No Diploma	11.4%
High School Graduate	30.7%
Some College, No Degree	19.3%
Associate Degree	8.7%
Bachelor's Degree	15.0%
Graduate/Professional Degree	8.0%

#### 2013 Population 15+ by Marital Status

Total	1,130,185
Never Married	28.7%
Married	54.3%
Widowed	6.9%
Divorced	10.1%

#### 2013 Civilian Population 16+ in Labor Force

Civilian Employed	90.9%
Civilian Unemployed	9.1%

#### 2013 Employed Population 16+ by Industry

Total	600,493
Agriculture/Mining	0.7%
Construction	6.1%
Manufacturing	21.3%
Wholesale Trade	2.5%
Retail Trade	12.6%
Transportation/Utilities	4.3%
Information	1.2%
Finance/Insurance/Real Estate	4.2%
Services	44.3%
Public Administration	2.8%

#### 2013 Employed Population 16+ by Occupation

Total	600,493
White Collar	55.1%
Management/Business/Financial	11.5%
Professional	19.0%
Sales	11.4%
Administrative Support	13.2%
Services	17.2%
Blue Collar	27.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	3.9%
Production	11.8%
Transportation/Material Moving	6.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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#### 2010 Households by Type

Total	532,065
Households with 1 Person	26.4%
Households with 2+ People	73.6%
Family Households	68.3%
Husband-wife Families	49.3%
With Related Children	20.6%
Other Family (No Spouse Present)	19.1%
Other Family with Male Householder	4.7%
With Related Children	2.6%
Other Family with Female Householder	14.3%
With Related Children	9.4%
Nonfamily Households	5.3%

All Households with Children	33.0%
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Multigenerational Households	4.2%
Unmarried Partner Households	5.6%
Male-female	5.0%
Same-sex	0.6%

#### 2010 Households by Size

Total	532,065
1 Person Household	26.4%
2 Person Household	34.5%
3 Person Household	16.9%
4 Person Household	13.2%
5 Person Household	5.7%
6 Person Household	2.1%
7 + Person Household	1.2%

#### 2010 Households by Tenure and Mortgage Status

Total	532,065
Owner Occupied	69.5%
Owned with a Mortgage/Loan	45.4%
Owned Free and Clear	24.2%
Renter Occupied	30.5%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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#### Top 3 Tapestry Segments

1. Southern Satellites
2. Midland Crowd
3. Home Town

#### 2013 Consumer Spending

Apparel & Services: Total \$	\$650,465,306
Average Spent	\$1,190.76
Spending Potential Index	53
Computers & Accessories: Total \$	\$106,375,289
Average Spent	\$194.73
Spending Potential Index	78
Education: Total \$	\$580,097,076
Average Spent	\$1,061.94
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$1,512,149,149
Average Spent	\$2,768.18
Spending Potential Index	85
Food at Home: Total \$	\$2,322,723,931
Average Spent	\$4,252.03
Spending Potential Index	84
Food Away from Home: Total \$	\$1,409,864,784
Average Spent	\$2,580.93
Spending Potential Index	81
Health Care: Total \$	\$2,120,903,021
Average Spent	\$3,882.57
Spending Potential Index	87
HH Furnishings & Equipment: Total \$	\$717,657,201
Average Spent	\$1,313.76
Spending Potential Index	73
Investments: Total \$	\$621,820,730
Average Spent	\$1,138.32
Spending Potential Index	55
Retail Goods: Total \$	\$10,817,066,117
Average Spent	\$19,801.97
Spending Potential Index	82
Shelter: Total \$	\$6,761,248,510
Average Spent	\$12,377.30
Spending Potential Index	76
TV/Video/Audio: Total \$	\$602,180,737
Average Spent	\$1,102.37
Spending Potential Index	86
Travel: Total \$	\$769,773,159
Average Spent	\$1,409.16
Spending Potential Index	77
Vehicle Maintenance & Repairs: Total \$	\$494,570,768
Average Spent	\$905.37
Spending Potential Index	83

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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